

# NSCC Visual Identity Guidelines

## The NSCC Signature



This is the official NSCC wordmark. It is the lower case, italicized type treatment of the college's four initials. This wordmark is to be used on its own, or as part of the signatures that have been developed for NSCC's five schools and 13 campuses. Program names, taglines and other information must not be appended to the NSCC wordmark or any NSCC signature.



In the past, signatures were developed for programs, departments and other NSCC entities. At one point, more than 60 NSCC signatures were in use, and the number was growing. To avoid the further dilution of NSCC's identity, this practice has been discontinued.

The NSCC wordmark and these signatures must be used in the form provided here, and should never be distorted, rotated, twisted, cropped or manipulated in any way.

## Clear Space

To ensure NSCC signatures always stand out strongly, clear space equal to the height of its letters must be maintained around the signature at all times.



## Minimum Size

The NSCC wordmark should never be used smaller than a Helvetica Neue 10 pt. Cap-height, which is .476" wide.



## Colour

NSCC's official colour is Pantone 295 C Blue.









## Preferred Colours of Wordmark

The preferred colours for the NSCC wordmark are NSCC blue, white and black. In reverse applications the wordmark should be shown in white on a sufficiently contrasting background.



# NSCC Visual Identity Guidelines

## Primary Colour Palette






	<b>NSCC Blue</b> Pantone® 295 C CMYK 100/57/0/37 RGB 16/73/126
	<b>Light Blue</b> Pantone® 292 C CMYK 49/11/0/0 RGB 142/187/229
	<b>White</b> CMYK 0/0/0/0 RGB 255/255/255
	<b>Light Grey</b> Pantone® Cool Gray 4 C CMYK 0/0/0/24 RGB 199/200/202
	<b>Dark Grey</b> Pantone® Cool Gray 9 C CMYK 0/1/0/51 RGB 143/143/147
	<b>Black</b> Pantone® Process Black C CMYK 0/0/0/100 RGB 0/0/0

## Apparel & Promotional Applications

For clothing and promotional applications, the NSCC wordmark and signatures may be presented in other colours, provided they continue to follow the guidelines above.



## Secondary Colour Palette

	<b>Teal - School of Access</b> Pantone® 3145 C RGB 0/139/165 CMYK 100/0/19/23
	<b>Green - School of Business</b> Pantone® 361 C CMYK 69/0/100/0 RGB 123/182/82
	<b>Yellow - School of Trades &amp; Technology</b> Pantone® 130 C CMYK 0/30/100/0 RGB 235/182/49
	<b>Orange - School of Applied Arts &amp; New Media</b> Pantone® Orange 021 C CMYK 0/53/100/0 RGB 222/140/47
	<b>Red - School of Health &amp; Human Services</b> Pantone® 485 C CMYK 0/95/100/0 RGB 204/52/41